

jago®



# Profile


Update & optimise

LinkedIn

Summarise  
Make it catchy  
Captivate

# EXAMPLE

## Link to profile

**jago**  Developing Authentic Leaders: Build Your Reputation, Earn Respect & Drive Growth  
Training, Strategy, Activation.  
Take our Personal Brand health check [www.wearjago.com](#)

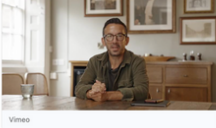
**Ryan O'Keefe** · 1st  
Personal Brand Training, Strategy & Activation | Founder | EQ Coach | Build Your Reputation, Earn Respect & Drive Growth  
Guildford, England, United Kingdom · [Contact info](#)  
6,417 followers · 500+ connections  
Wakanyi Hoffman, Niek Verkoelen, and 995 other mutual connections

[Message](#) [Subscribe to newsletter](#) [More](#)

**About**  
For B2B leaders, personal branding is essential, especially for service-based businesses aiming to generate leads, build trust, and stand out in crowded markets.  
At Jago®, we understand that building a powerful personal brand and authentic leadership takes more than just visibility - it requires a clear strategy, self-awareness, and the courage to tell your story.  
Our approach helps corporate teams and business leaders amplify their brands through:  
✔ Self-awareness and emotional intelligence to enhance leadership  
✔ Strategic authority positioning for credibility  
✔ Storytelling that drives lead generation, brand awareness and growth  
✔ Social selling techniques for meaningful engagement  
We offer workshops that spotlight your collective brand, empowering teams with the tools they need to stand out as individuals while enhancing your company's reputation. Beyond the workshops, our ongoing advisory support ensures long-term success, keeping your leaders and teams aligned and leveraging personal branding to drive continuous business results.  
**Ready to ignite your leadership and transform your team's personal brands?** Whether you're aiming to inspire internal culture, attract top talent, or boost customer engagement, Jago® is here to guide you every step of the way. Our proven process combines emotional intelligence, storytelling, and strategic action to build both visibility and influence.  
Take our Personal Brand Health Check  
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**Client Testimonials:**  
"Before Jago, I was unnoticed. Learning self-acceptance and that not everyone will like me was key. Consistency and time investment brought results. Jago's grounded, skilled team connected with me. In 18 months, their support won major accounts and opened new doors. Their push for visibility led to successes, like speaking at major events." - Phil Blackmore, Agency Owner, Creative Partner, Create Health  
"Personal branding is essential. My commitment to my brand and team made it necessary. With Jago, we focused on my authentic self, avoiding clichés. Their smart, nuanced approach preserved my story's uniqueness, resonated with clients, and surpassed expectations. It generated leads and made a major positive impact." - Julian Kynaston, Chairman, Propaganda  
Transform your business by empowering your team to step into authentic leadership and build strong personal brands that drive real business results.  
Visit [wearjago.com](#) to get started.

**Top skills**  
Personal Branding · Emotional Intelligence · Leadership Development · Coaching

**Services**  
  
Developing Authentic Leaders: Build Your Reputation, Earn Respect & Drive Growth.  
Leadership Development · Training · Brand Consulting · Video Production · Brand Marketing · Content Marketing · Content Strategy  
[Request services](#)


**Featured**  
[PERSONAL BRANDING REPORT 2024](#)  
Download your FREE copy today  
We have gathered hundreds of leaders with their Personal Brands and the result of the questionnaire  
**Power of Personal Branding Benchmark Report 2024**  
We built Jago


[I am super excited!](#)  
53 comments


[My client Justin Onuekwusi, is the newly appointed Chief!](#)  
23 comments

**Activity**  
6,417 followers [Following](#)

[Posts](#) [Comments](#) [Videos](#) [Images](#) [Articles](#) [Events](#)

Ryan O'Keefe posted this · 7h  
 **Clifford Chance** one of the largest law firms in the world, connected with Jago to provide a workshop on Personal Branding.  
14 comments

Ryan O'Keefe posted this · 1d  
 These two boys are different in many ways but have similar values.  
Guess who? ...  
15 comments

Ryan O'Keefe posted this · 3d  
 I love a rags-to-riches story, but what about celebrating something less extreme?  
Why can't we celebrate living in a house that keeps us warm and dry...  
55 comments

[Show all posts](#) →

**Experience**

**Founder**  
Jago® - Full-time  
Jun 2019 - Present · 5 yrs 5 mos  
Guildford  
Helping leaders gain clarity and confidence to master their reputation. Personal Branding.  
Emotional Intelligence, Entrepreneurship and +8 skills

**Official Member**  
Forbes Agency Council - Full-time  
Aug 2022 - Present · 2 yrs 3 mos  
London, England, United Kingdom  
Entrepreneurship, Video and +1 skill

**TEDx Partner**  
TEDx - Self-employed  
Jun 2023 - Jun 2023 · 1 mo  
London Area, United Kingdom · On-site  
Responsible for the video production crew and capturing the speakers talks on film.  
Video and Storytelling

**Yell**  
11 yrs 1 mo

- Marketing Communications Advisor**  
Mar 2014 - Jun 2014 · 4 mos  
England  
Coaching and mentoring the new Google business development managers across the UK. Working with talented individuals to develop a deeper knowledge of Yell's Google proposition and guiding them...see more
- Premier Account Brand Manager**  
Oct 2011 - Feb 2014 · 2 yrs 5 mos  
Guildford, United Kingdom  
Responsible for Yell's highest spending accounts in account and brand management and marketing strategy role, working with national brands, blue chips, advertising agencies and large regional companies...see more
- Marketing Executive**  
Feb 2008 - Oct 2011 · 3 yrs 9 mos  
Guildford, United Kingdom  
Responsible for £2m of advertising revenue, to retain and grow a customer base, planning offline and online marketing strategies for our clients.

[Show all 5 experiences](#) →

**Licenses & certifications**

- EQI-2.0 Emotional Intelligence Coach**  
Multi-Health Systems Inc. (MHS)  
Issued Oct 2019 - No Expiration Date
- Certified B-Corporation®**  
B Corp UK  
Issued Oct 2019 - Expires Oct 2022

**Volunteer experience**

- Student Mentor**  
Stepping Stones School Hindhead  
Feb 2018 - Present · 3 yrs 11 mos  
Education
- Coach**  
Beacon Hill Junior Football Club  
Aug 2020 - Present · 1 yr 5 mos

**Recommendations** [Ask for a recommendation](#) [Recommend Ryan](#)

**Received (16)** **Given (10)**

**Gavin Shinfield**  
Founder & CEO at Kyan  
July 8, 2023, Gavin was a client of Ryan's  
Working with Ryan has been an absolute pleasure and a real eye-opener. I have learned much through knowing him, particularly about emotional intelligence and openness. His professionalism and fairness are perfectly in balance, and that is a rare quality in today's business environment.

**Sandra Norval MBA**  
FIEMA CEnv  
Embracing opportunities to innovate in sustainability and business strategy  
March 1, 2020, Ryan was a client of Sandra's  
Every so often you get to work with clients who inspire you and Ryan is definitely one of them. If I could sum up Ryan in three words they would be courageous, tenacious, compassionate. Ryan's commitment to game changing business is fantastic leading to the successful certification of Jago by B... See more

[Show more](#) ↓

## WHAT YOU NEED TO DO

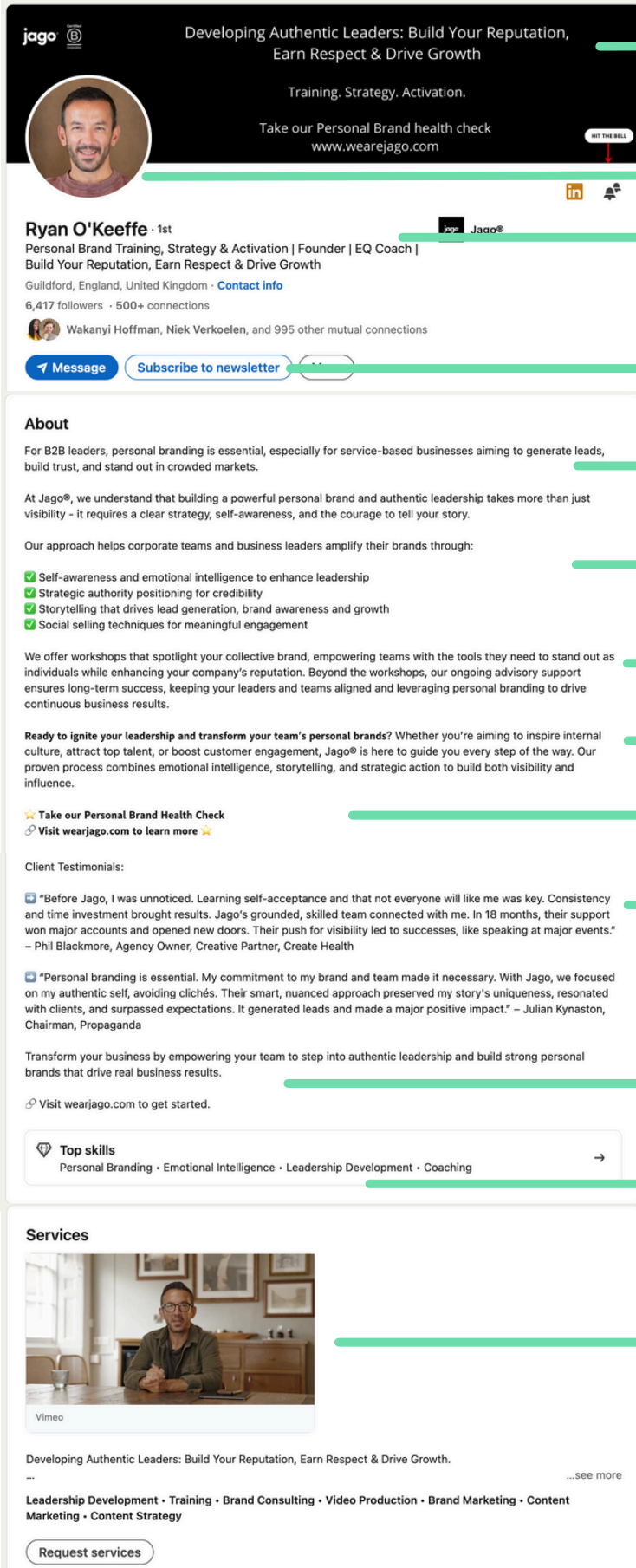
Your profile should communicate clearly *what you do* and *who you're for*. Your profile's goal is to build trust, authority and likability.

Further, the profile should work as a funnel to bring people to your website.

- Quality profile photo and banner
- Punchy headline 5-10 words
- Pin / feature relevant content that positions you as the expert (articles, podcasts, best posts) and call to action.
- Be consistent across platforms, using the same tagline, images and language for your profile
- Include relevant keywords in your description / bio
- Show your personality and uniqueness: LinkedIn is a professional space, but not an entirely formal space. Your profile should show everyone what you do professionally, but it should also show who you are, not just what you do -
  - How are you different from other people in your field?
  - How do you see the world?
  - What is important to you?
- Include Social proof where possible: AKA, let profile visitors see what others have said about you or your service/product and include any awards or certifications you have earned
- Include a CTA and links to your website

# EXAMPLE

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[Request services](#)

• Quality banner that speaks to what you offer, with a call to action & website link

• Quality professional profile photo, cropped in

• Punchy headline - ideally a value proposition

• Insert link - where do you want to send people to?

• Speak directly to your target audience

• Showcase your approach

• Showcase your services

• Showcase your value proposition

• Call to action

• Client testimony

• Call to action

• Add your top skills

• Add your services

# EXAMPLE



The screenshot shows a LinkedIn profile for Ryan O'Keefe. The profile is divided into several sections:   
1. **Featured**: Three posts are highlighted. The first is a link to a 'PERSONAL BRANDING REPORT 2024' with the subtitle 'Power of Personal Branding Benchmark Report 2024'. The second is a post from 7 days ago by Ryan O'Keefe about Clifford Chance. The third is a post from 1 day ago by Ryan O'Keefe about two boys.   
2. **Activity**: A list of recent posts from Ryan O'Keefe, including the ones mentioned in the featured section.   
3. **Experience**: A list of professional roles: Founder at Jago (Jun 2019 - Present), Official Member at Forbes Agency Council (Aug 2022 - Present), TEDx Partner (Jun 2023 - Jun 2023), and Yell (11 yrs 1 mo) with sub-roles like Marketing Communications Advisor, Premier Account Brand Manager, and Marketing Executive.   
4. **Licenses & certifications**: EQI-2.0 Emotional Intelligence Coach and Certified B-Corporation®.   
5. **Volunteer experience**: Student Mentor at Stepping Stones School and Coach at Beacon Hill Junior Football Club.   
6. **Recommendations**: Two recommendations from Gavin Shinfield and Sandra Norval MBA.

- Pin / feature relevant content that positions you as the expert (articles, podcasts, best posts) and shows your personality and uniqueness and call to action.

- By regularly sharing valuable content and insights, you can establish yourself as a thought leader in your industry, enhancing your professional reputation and carving out a position of authority.

- Link to company pages
- Full description of the roles currently and previously held

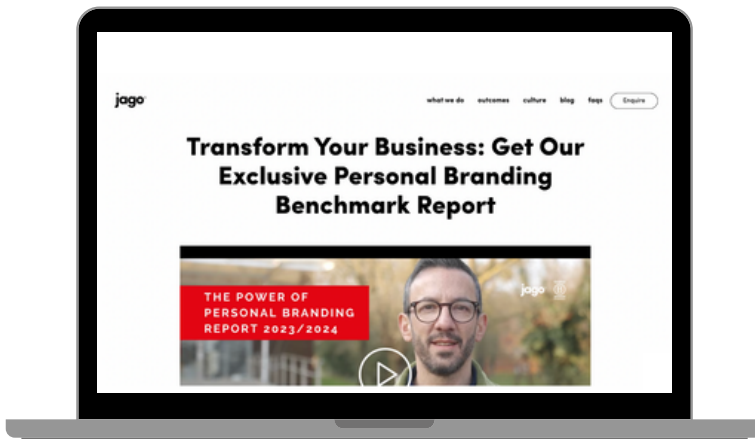
- Build credibility and trust by linking your licences and certifications

- Show how you are giving back to the community and what causes you are inspired by

- Show up to date recommendations from all stakeholders (your people and clients) - Also anyone else you might have done business with such as suppliers, strategic partners, or contacts who know you as a current or former client

# GET ACCESS TO THE JAGO

“Power of Personal Brand Benchmark Report”





jago®